

Fig. 3

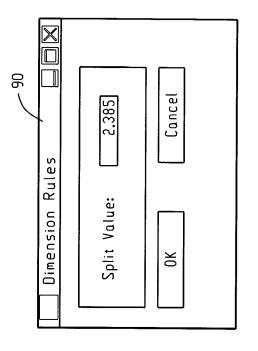
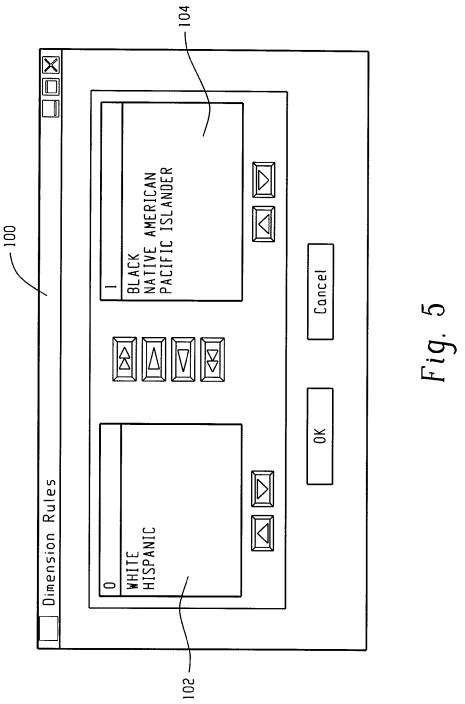


Fig. 4



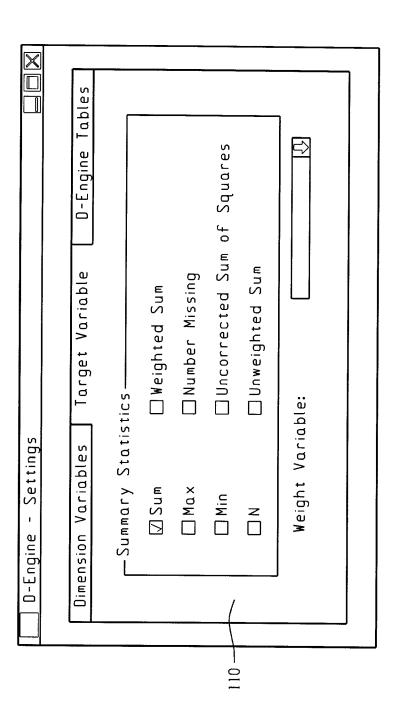
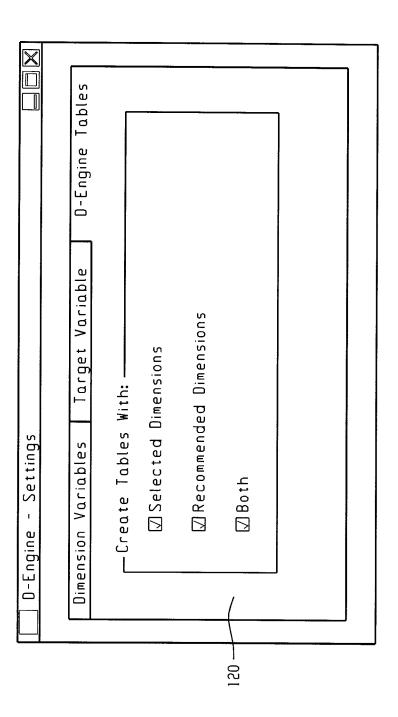
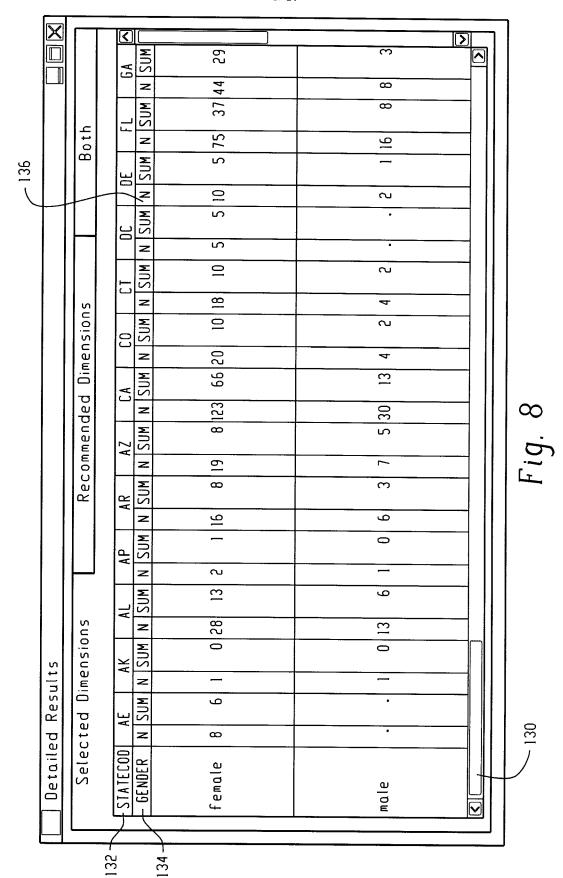


Fig. 6



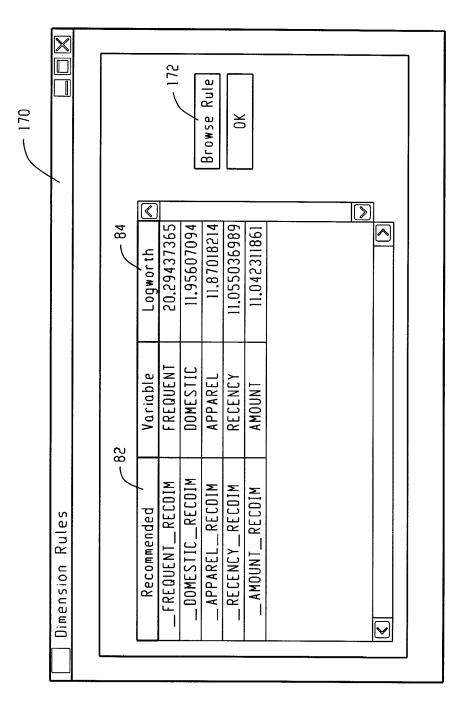
rig. 7



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						>=538.5	SUM	12	70	
	oth			>=1.5	Y < 174	AMOUNT	z	81	112	
	B			APPAREL>=1.5	RECENCY < 174	AMOUNT < 538.5 AMOUNT > = 538.5	SUM	01	50	
						AMOUN	Z	39	69	
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	Recommended			[\<]:		A MOUN	Z	909	116	Fig. 9
	Reco			APPAREL < 1.5	4	AMOUNT>=538.5	SUM	81	49	F_l
					Y < 17	AMOUN	N	39	89	
	51				RECENCY < 174	AMOUNT < 538.5	SUM	139	118	
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			FREQUENT < 2.385] >]][APPAREL < 1.5 APPAREL >=1.5		AMOUN	Z		_	, <u></u>	•	
	51		FREQU	00MESTIC < 3.5		RECENCY>=174	AMOUNT < 538.5	SUM		2		•	
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Detailed Results	Selected Dime	- STATECOD	FREQUENT_RECOIM	DOMESTICRECOIM	- APPAREL_RECOIM	- RECENCY_RECOIM	- AMOUNT_RECOIM	- GENDER		female		male	
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rig. II

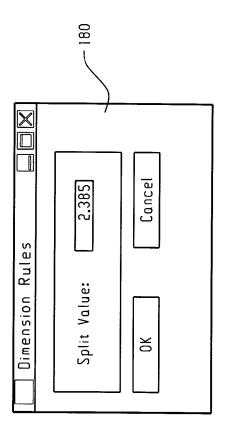


Fig. 12

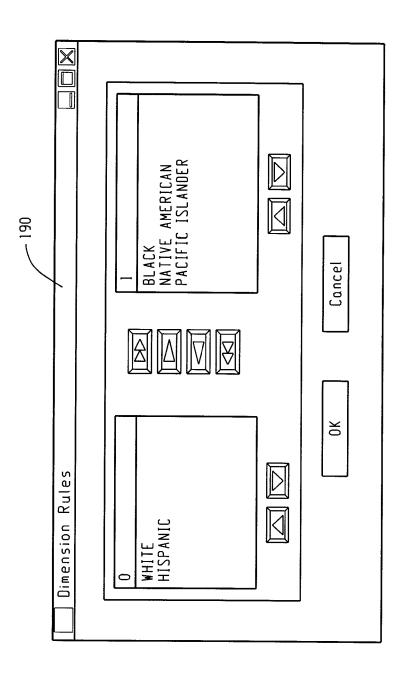


Fig. 13

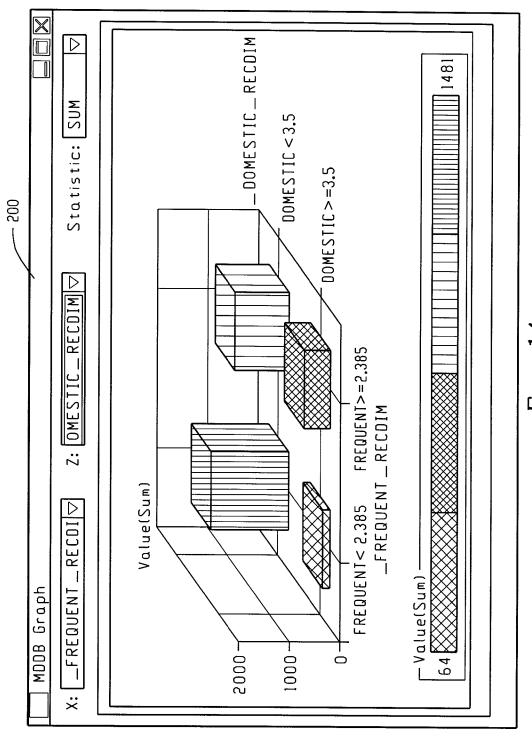
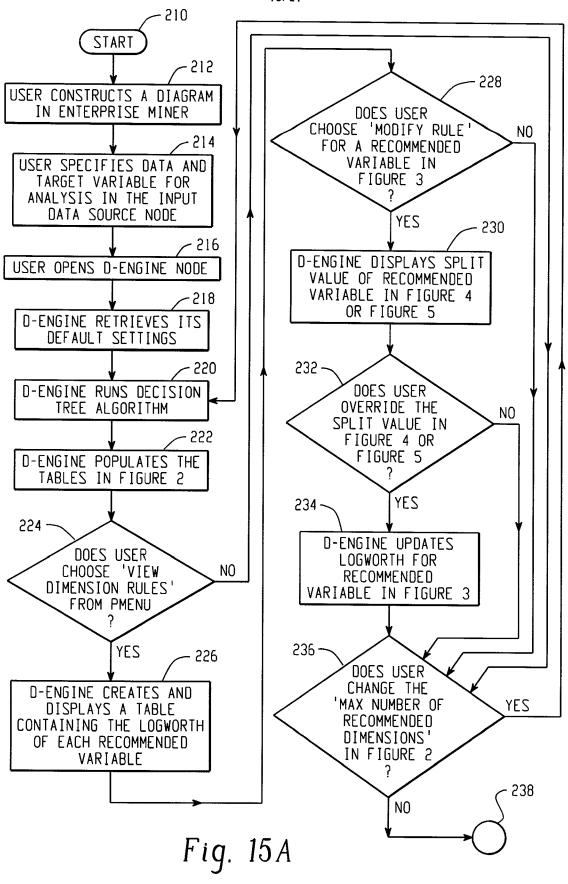
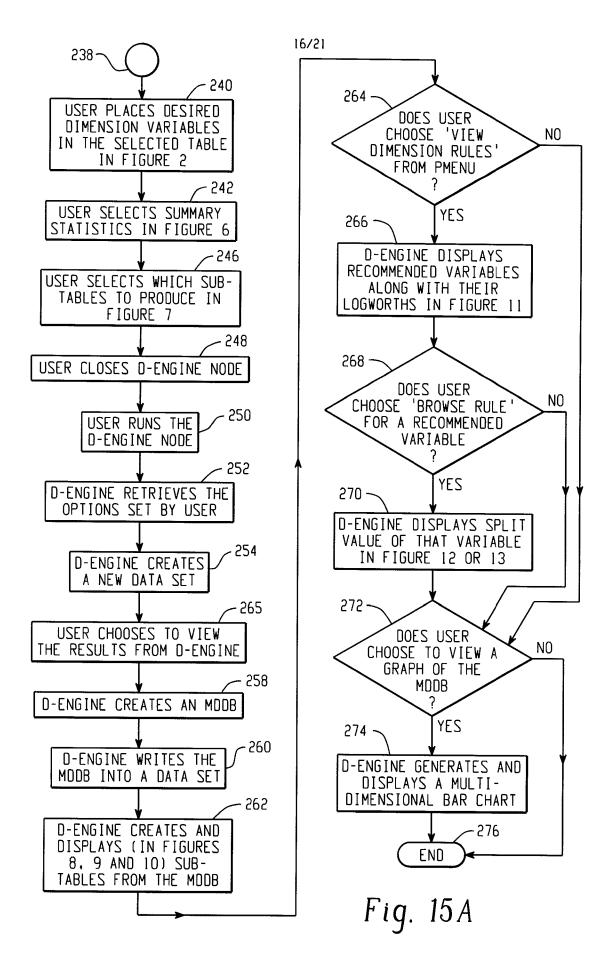
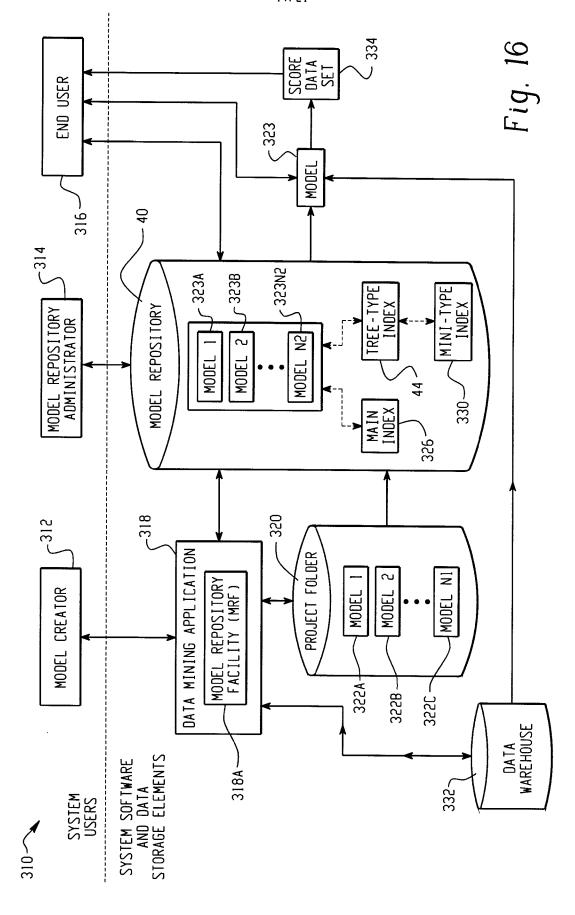


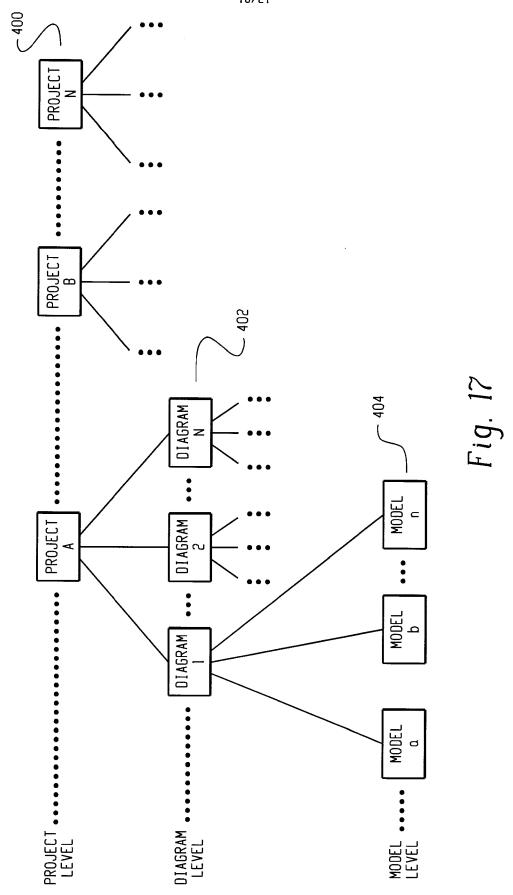
Fig. 14

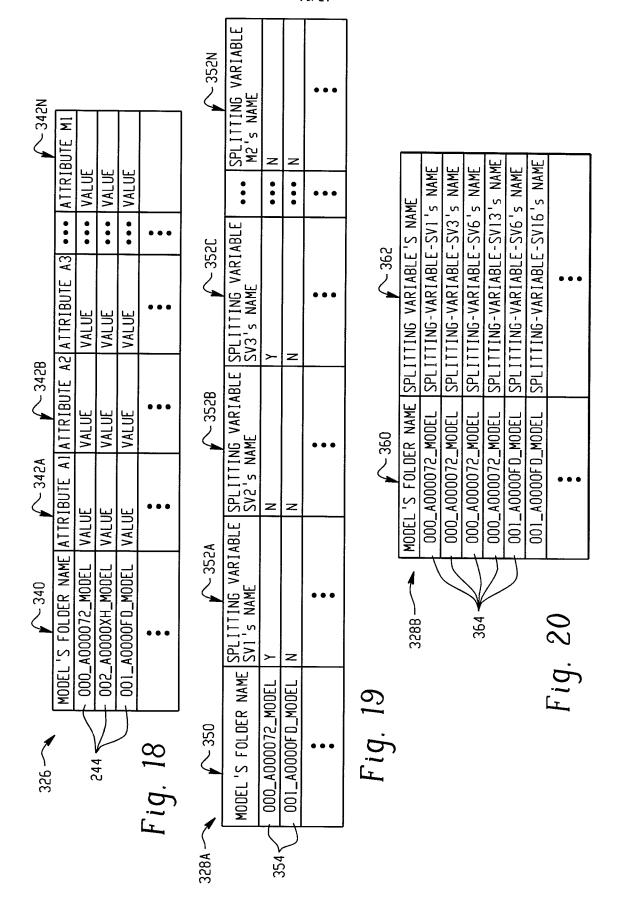












SPLITTING VARIABLE'S NAME
SPLITTING-VARIABLE-SVI'S NAME
SPLITTING-VARIABLE-SV2'S NAME

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Fig. 21

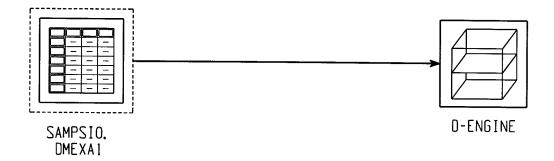


Fig. 22

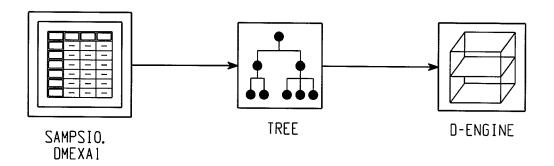


Fig. 23